

III

COMBINE DIRECT MURK Budget

TOTAL DATES = 33 DATES

Page I

II

Actual

TOTALS

A)	2,735,000	- TPLAT	- 0 -	= 2,735,000
(B)	1,272,200	- Dendro	203,000	= 1,475,200
(C)	84,000	- Hospital	24,000	= 108,000

(TOTALS
\$ 1,583,200)

A) 2,735,000

B) 1,475,200

C) 108,000

Grand Total \$ 4,318,200

TOTAL DATES 33 DATES

Orig Dir Budget 4,240,000

Actual Budget '96 4,318,200 ✓

Short 78,200

Actual Total of 96
Actual Budget 196
Actual Hospital 196

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⊗ 10,000 per Hosp (make room)
DATE END

MILITARY MUSIC BUDGET

	old	new
Production	1,358,150	1,040,000
Artists Fee	1,800,000	1,700,000
Broad Military	1,500,000	1,500,000
TOTAL	\$ 4,658,150	\$ 4,240,000

DATES:

MILITARY 15 DATES

STATE 5 DATES

HISPANIC 3 DATES

HISPANIC 5 DATES

RAIN 3 DATES

31 DATES

Summary 1

- MINUS 2 RAIN DATES

Military 5 markets @ 3 days, 15 DAY TOTAL

	GL/H/PL
Talent \$	1,875,000 > 125,000 X 15 DAYS
Production \$	810,000 > 54,000 X 15 DAYS
Hospitality \$	60,000 > 12,000 X 5 markets
TOTAL	\$ 2,745,000

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HISPANIC

EVENT	(A) Talent	(B) Prod	EVENT	(C) Talent	(D) Prod
LA County Fair H	100,000	76,460	LA County Fair GL	75,000	-
AR State Fair H	90,000	15,400	VA State Fair GL	65,000	12,000
Calle Ocho Fest H	110,000	82,645	OKLAHOMA GL	65,000	14,200
LA Fresh Skay H	90,000	108,350	TOTALS	200,000	\$ 26,200
116th Street H	100,000	46,300	TOTALS		
TOTALS	\$ 465,000	\$ 329,155			
Oil PL H	90,000				

Military = 2,772,000

HK/SF = 1,020,355 (A B C D)

SUB: \$ 3,792,355

(1,358,000, 1,800,000, 1,500,000)	1,040,000/1,7/1.5
TOTAL = 4,658,150	4,240,000
SUB TOTAL = 3,792,355	3,792,355
865,795	447,645
Remainder	Remaining

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MARLBORO MUSIC 1996 Budget \$ 4,240,000

MILITARY: 5 markets @ 3 DAYS = 15 DAYS (COMBINATION OF GENERAL MK/HISPANIC AND R&B)

(A)	(B)	(C)	MUSIC Budget
TALENT	PRODUCTION	HOSPITALITY	
\$1,875,000	\$810,000	\$60,000	X

HISPANIC: 5 markets @ 1 DAY = 5 DAYS (STATE FAIRS/HISPANIC FESTIVAL)
LA, AZ, CALLECHO, LA FIESTA, 116th STREET, CHICAGO IL

\$580,000	\$421,000	\$24,000	X
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STATE FAIR: 4 markets @ 1 DAY = 4 DAYS (GENERAL MARKET)
LA, VA, OK, DELMAR SD, HISPANIC

\$280,000	\$41,200	\$0.00	X
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<u>\$2,735,000</u>	<u>\$1,272,200</u>	<u>\$84,000</u>	
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- A) \$2,735,000 - TALENT
B) \$1,272,200 - PRODUCTION
C) \$84,000 - HOSPITALITY

GRAND TOTAL \$4,091,200

Budget Summary:

TOTAL DATES: = 25 DATES

OVER ALL BUDGET \$4,240,000

OVER ALL DIR/SPENDING \$4,091,200

DIFFERENCE \$ - 748,800

(TRANSFER TO SPONSORING BUDGET LINE)

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II

MARBAND MUSIC 1996 Budget

DIRECT Sponsorship concerts

Event	(A) Sponsorship	(B) Production	(C) Hospitality
Rompierdo (H)	\$100,000	\$33,000	X
CANONARO (H)	\$100,000	\$30,000	X
Pan American (H)	\$100,000	\$60,000	12,000
LOS TEMALAPICS (H)	\$100,000	\$30,000	X
OHIO STATE Fair (GM)	\$85,000	\$15,000	X
South Carolin (GM)	\$95,000	\$15,000	12,000
B. (Gigs mo (GM)	\$75,000	\$12,000	X
Summer Legals (GM)	\$25,000	\$8,000	X
	<u>\$680,000</u>	<u>\$203,000</u>	<u>\$24,000</u>

A) \$680,000 (Sponsorship)
 B) \$203,000 (Production)
 C) \$24,000 (Hospitality)

Grand total \$907,000

Budget Summary
TOTAL Dates = 8 Dates

Budget Line Sponsorship Cost = 680,000

Direct music Budget = 227,000

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